

Sustainable Tourism and Nature Conservation in Japan- Ecotourism Promotion Act

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Three aspects for 'Sustainable'



Try to analyze 'Sustainable green tourism' from these three key perspectives.

Challenge for Sustainable Tourism and Nature Conservation

Eco Tourism

Ecology + Tourism

Sustainable tourism in harmony with
Natural Resource Conservation



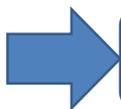
We need the rules for Eco Tourism;

Ecotourism Promotion Act

Established June, 2007

Who started the “Ecotourism Promotion Act”?

- Minister of the Environment,
- Minister of Land, Infrastructure, Transport and Tourism,
- Minister of Education, Culture, Sports, Science and Technology,
- Minister of Agriculture, Forestry and Fisheries.



Collaboration with the competent 4 ministers

Outline of the Ecotourism Promotion Act



What is "Ecotourism" ?

Means;

the activities through which tourists receive guidance or advice from a person with knowledge on **Natural Tourism Resources**, come into contact with said **Natural Tourism Resources**, while giving consideration to the protection of said **Natural Tourism Resources**, and deepen their knowledge and understanding thereof.

Background

- 1 Increased interest in environmental issues
⇒ Importance to feel nature and understand the ecosystem
- 2 Serious damages to ecosystem because of tourism
⇒ Needs of tourism promotion considered nature conservation

What is “Natural Tourism Resource”?

- The term "Natural Tourism Resource" as used in this Act means the following:

(i) tourism resources related to the **habitat of fauna and flora or other natural environment**; and

(ii) tourism resources related to **manners and customs and other traditional lifestyles and culture closely related to the natural environment**.

Environmental

social

Framework Construction of Whole Region Promotion System

A Municipality can develop ‘Ecotourism Promotion Council’ composed of **Governments, local communities, land owners, local residents, travel businesses and environmental specialists**.

Coordinate local opinion among many kinds of stakeholders

The ‘Ecotourism Promotion Council’ can make the ‘**Overall Concept**’ for local ecotourism and promote ecotourism.

⇒ This concept includes how to promote ecotourism and protect natural tourism resources

‘Overall Concept’ for promoting local ecotourism

‘Overall Concept’ is the most important key for the local ecotourism activities.

To contain

1. The area where Ecotourism is to be promoted
2. the names and locations of the major natural tourism resources which are subject to ecotourism and the method for implementing ecotourism

This overall concept is to be certified by competent minister.

Certification of Overall Concept and Protection Measures

A Municipality can apply for certification of the Overall Concept to the competent minister.

The Ecotourism under the certified Overall Concept:

The states shall endeavor to promote publicity activities about this ecotourism to be widely known.

The contents of this concept shall be taken into consideration for the process of permission and authorization.

A Municipality can point out the specified natural tourism resource to be protected.

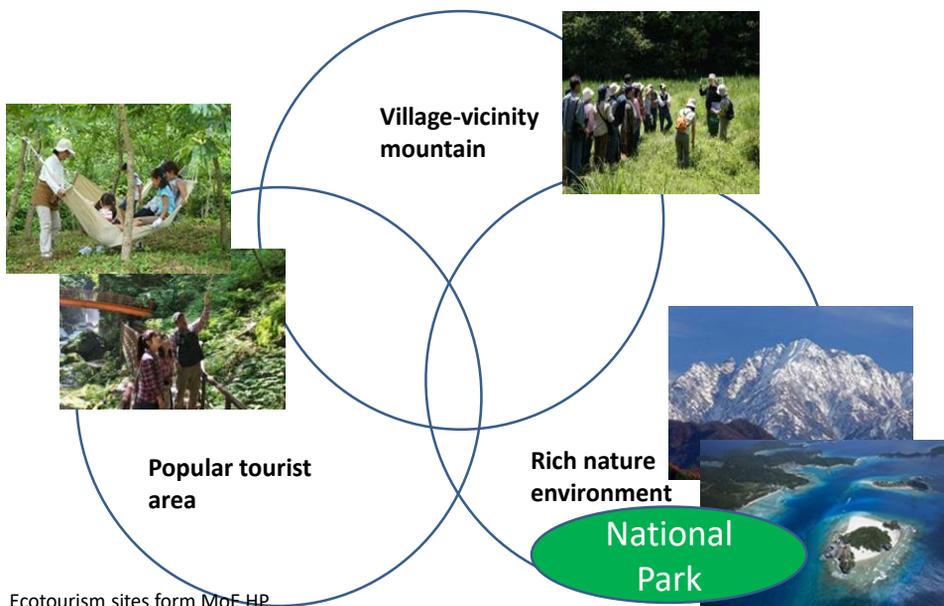
⇒ Possible to set up the prohibition rules against damage actions to natural tourism resources and the limit numbers of users.



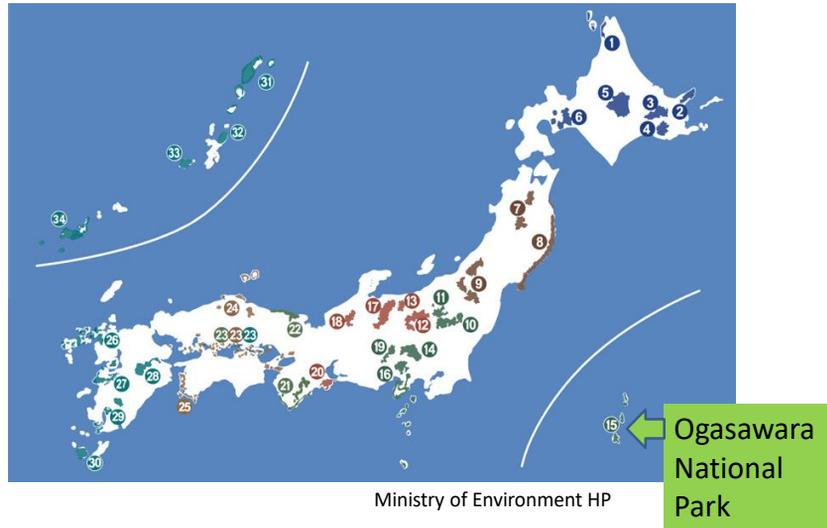
14 Ecotourism Promotion Councils with the Overall Concepts

- 1 Hanno city Ecotourism Promotion Overall Concept, September 8 2009, revised January 16, 2015(Saitama)
- 2 Kerama area Ecotourism Promotion Overall Concept, June 27, 2012(Okinawa)
- 3 Tanikawadake Ecotourism Promotion Overall Concept, June 29, 2012(Gunma)
- 4 Toba Ecotourism Promotion Overall Concept, March 13, 2014(Mie)
- 5 Nabari city Ecotourism Promotion Overall Concept, July 9, 2014(Mie)
- 6 Nantan city Miyama Ecotourism Promotion Overall Concept, November 21, 2014(Kyoto)
- 7 Ogasawara village Ecotourism Promotion Overall Concept, January 15, 2016(Tokyo)**
- 8 Teshikaga Style Ecotourism Promotion Overall Concept, November 15, 2016(Hokkaido)
- 9 Kamiichi Ecotourism Promotion Overall Concept, February 7, 2017(Toyama)
- 10 Ishiduchi Mountains Ecotourism Promotion Overall Concept, February 7, 2017(Ehime)
- 11 Kushima Ecotourism Promotion Overall Concept, February 7, 2017(Miyazaki)
- 12 Amami islands Ecotourism Promotion Overall Concept, 7 Feb 2017 (Kagoshima)
- 13 Hinohara village Ecotourism Promotion Overall Concept, 6 April 2018 (Tokyo)
- 14 Gero city Ecotourism Promotion Overall Concept, 6 April 2018(Gifu)

Main Tree Types of Overall Concepts



Japanese National Parks



Ogasawara National Park

Ogasawara Village of 2,500 (population)

Main industry:

Agriculture, Fishery and **Tourism**

High rate of endemic species;

plants (vascular plant) 36%、insecta 28%、land snails 94%

The rich natural tourism resource is important for economy of Ogasawara village.



Ogasawara village HP

Ogasawara Village Ecotourism Promotion Overall Concept (January 15, 2016)

Ogasawara islands have precious and unique ecosystem designated a UNESCO World Natural Heritage site June 2011.

Ecotourism Promotion Area is defined as 'Chichi jima, Haha jima and Muko jima' and within a 20miles of Ogasawara islands.



Ogasawara village HP

Natural Tourism Resources in Ogasawara

- 8 resources are defined as the Natural Tourism Resource.
 1. Ogasawara megabat
 2. Luminous mashroom
 3. Humpback whales
 4. Sperm whales
 5. Spinner dolphin
 6. Bottlenose dolphin
 7. Green turtles
 8. Starry sky



www.vill.ogasawara.tokyo.jp

Ogasawara village HP

The Aim of Ecotourism

in Ogasawara Ecotourism Promotion Master Plan

“the development of the islands that allows **people to live comfortably in Ogasawara** by having tourists become familiar with its nature and historical culture while also **preserving the precious nature of Ogasawara for the future.**”

“a flexible and wide framework that **accepts various people** who are attracted to Ogasawara for purposes such as vacation, leisure, and historical sightseeing. Other factors are also included in this framework such as **agriculture and fishery** while focusing on **the tourism industry.**”

Many Ogasawara Their Own Rules and Guidance and Programs

For ecotourism promotion.

Ogasawara Country Code,

Whale Watching Rule,

Dolphin Watching Rule,

Guideline for Green Turtles in Night Watching

Megabat Watching Guideline

And they have the guidance and programs for nature activities and monitoring system.



It is possible to combine many local rules in Ogasawara Ecotourism Promotion Overall Concept.

Ecotourism Promotion Council: Ogasawara Ecotourism Committee

The committee aims for **the establishment of an original ecotourism of Ogasawara that provides opportunities to become familiar with the natural environment and historical culture of the islands.** At the same time the committee will work **on the preservation as well as appropriate management of the local resources and contribute to the development of the region.** This will be **advanced based on the agreement of the entire region.**

In order to achieve these targets the following items are being discussed.

- (1) The dissemination, education of ecotourism
- (2) Matters regarding the creation and changes of the entire concept for the promotion of ecotourism
- (3) Necessary rules and regulations for the adjustment of preservation and use
- (4) Regulations for the approval and registration of guides
- (5) The establishment of an executive organization that for the promotion of ecotourism
- (6) Coordination with local industries
- (7) Other necessary items for the promotion of ecotourism

Ogasawara Ecotourism Committee members

- **Organization name**

- Ogasawara Village Society of Commerce and Industry
- Ogasawara Village Tourism Association
- Ogasawara Hahajima Tourism Association
- Ogasawara Whale Watching Association
- Tokyo Toshu Agriculture Cooperative Union (JA)
- Ogasawara Island Fishery Cooperative Union
- Ogasawara Hahajima Fishery Cooperative Union
- Ogasawara Kaiun Co., Ltd.
- Ogasawara Wildlife Research Society (NPO)
- Ogasawara Institute of Boninology (Natural Culture Research Center) (NPO)
- Ogasawara Nature Conservation Educator Liaison Committee
- NPO Everlasting Nature
- Ogasawara Ranger Office for Nature Conservation, Ministry of the Environment
- Ogasawara General Office, Ministry of Land, Infrastructure, Transport and Tourism
- Center of Ogasawara Islands Forest Ecosystem Reserve, Kanto Regional Forest Office, Forestry Agency
- Ogasawara Branch Office, Tokyo Metropolitan Government
- Ogasawara Village



17 organizations
have a same
purpose to save
natural tourism
resource in
Ogasawara

Remarkable Results

Good points of 'Ecotourism Promotion Overall Concept'

It is possible

- to define clearly local natural tourism resources

- to make many organizations collaborate under

- ' ecotourism promotion council: committee' system

- to have the discussion among many stakeholders under this overall concept

- to understand many rules and position them under this concept

Future Challenges

14 concepts all in Japan are enough?
What is a problem of this system?

A lot of difficulties to make a local consensus for ecotourism promotion overall concept

Various stakeholders cannot understand each other and set one target for ecotourism promotion.

Let's check the case study of hotel management between environment and economy.

Westin-Miyako Hotel in Kyoto



Ref. Westin Miyako Hotel HP From front side

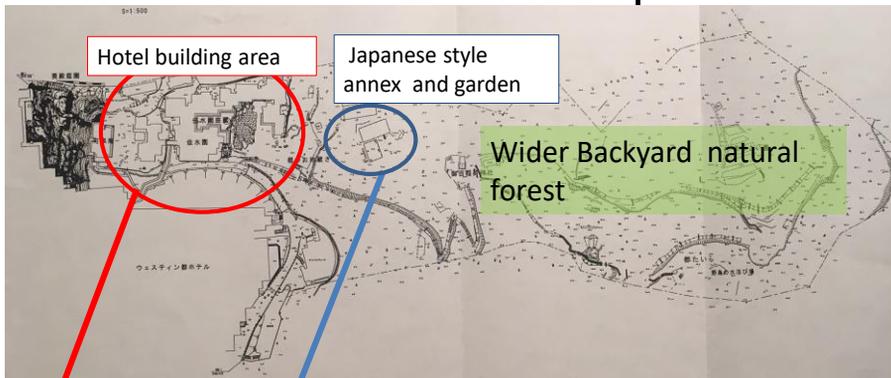
Established 1890.
500 bed rooms
Historical and famous hotel in Kyoto

Beautiful backyard of natural forest with rich biodiversity in Kyoto



From mountain side

Whole Hotel Map



Ref. Westin Miyako Hotel HP

Natural resources under rich biodiversity

For the development of this backyard was supported by natural scientists from Kyoto University. The gardener and hotel manager try to keep this rich nature environment.

Westin-Miyako Hotel in Kyoto



To conserve the nature for their own view from hotel windows

To use natural rocks and trees in their own gardens



Balance between ecology and their own business

What is their motivation to keep backyard forest with rich environment?

- Kyoto's local rules for architectures

Ex. To prevent any obstructions of view to landmarks, there are various regulations applicable to architectural structures in accordance with Kyoto Chobo Keikan Sosei Jorei (Ordinance of creating scenery in Kyoto), zoning rule,

- Cultural Background; Shakkei (Making use of the surrounding landscape in the design of a garden)
- Cooperate Social Responsibility (Environment)

Multiple factors

Remarkable points and future challenges

- The combination between mandatory and voluntary approaches
- How to stimulate private enterprise's motivation for nature resource conservation under their economic activities

Challenge for our future!

Thank you for your attention!

